



New Market Developer

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A Michigan Department of Agriculture and Rural Development Publication Linking You to the Potential of Overseas Markets

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National Restaurant Association Show Provides International Connections for Michigan Companies

Seven Michigan companies traveled to Chicago, IL, May 18-21 to exhibit their products and interact with international and domestic buyers. Cherry Central, Flatout Flatbread, Full Flavor Foods, Frosty Products, Honee Bear Packing, Michigan Apple Committee and Zeeland Farm Services all exhibited in the Michigan Pavilion within the American Food Fair Pavilion.

This year's show was very successful as over one thousand exhibitors were able to connect with more than 62,500 show attendees from over one hundred different countries. Initial reports from the Michigan pavilion indicate over 740 contacts were made and the seven companies forecast over \$3,070,000 in export sales and \$3,260,000 in domestic sales.



In addition to attending the NRA Show, exhibitors were also given the opportunity to participate in a Food Export Buyers Mission. During the Buyers Mission, suppliers were able to meet one-on-one with prequalified international buyers interested specifically in U.S. food products. This year there was a wide variety of buyers looking for an array of products.

The date for the 2014 NRA Show is set for May 17-20, 2014 once again at McCormick Place in Chicago, IL. For more information on the NRA Show, visit <http://show.restaurant.org/>



Home. To learn more about Food Export Buyers Missions or exhibiting in the Michigan pavilion at the NRA Show, contact Jamie Zmitko-Somers at zmitkoj@michigan.gov.

UPCOMING EVENTS

Seminar: "Prepare for Export Success"

August 22, 2013

East Lansing, MI

[Click Here For More Info](#)

Food Export Learn & Sell

Chicago, IL (9/16 & 9/17),

Columbus, OH (9/18),

Minneapolis, MN (9/20)

[Click Here For More Info](#)

Value-Added Feed Ingredients Buyers Mission at World Dairy Expo

Sept 30 - Oct 3, 2013

Madison, WI

[Click Here For More Info](#)

Food Show PLUS! at Food Ingredients Europe

August November 19 - 21, 2013

Frankfurt, Germany

[Click Here For More Info](#)

New Newsletter Delivery System: GovDelivery

The International Marketing Program will move to a new format for sending the newsletter at the end of the summer to better serve readers. During this transition, the *New Market Developer* newsletter will change formats and arrive to inboxes directly, as opposed to an attached file. Not only does this save space in your inbox, but GovDelivery also provides feedback from subscribers, allowing for better newsletters in the future.



Follow Us!



Did you know the International Marketing Program at MDARD has a twitter account? Follow us @MiAgExport for updates on export opportunities, state activities and retweets from other international accounts. Also, look for us on Facebook in August! We're excited to bring you pictures from events, news about emerging markets as well as other information from the International Marketing Program.



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A closer look into markets and services

Optimizing Your Website for International Sales

Guest Column: We are excited to bring you a new series of guest columns offering further insight into the world of international trade. This article was written by Zara Smith, Technology Systems Manager at Michigan Small Business & Technology Development Center.

Global ecommerce sales are projected to surpass \$1.25 trillion by the end of 2013. A strong, clean and optimized website is the single most important sales tool in today's increasingly online marketplace. But how do you know if your website is reaching your target customers? How does it stack up against the websites of your top competitors in the target country?

To address this challenge the Michigan Small Business & Technology Development Center (SBTDC) developed an International Search Engine Optimization (SEO) report. This extensive analysis focuses on two target countries and your top two competitors in them. It analyzes your live website in a variety of aspects including local activity in the target country, hosting, search engine rankings, language and cultural considerations, etc. The report also includes a domestic SEO section and recommendations.

International SEO report is available to Michigan State Trade and Export Promotion (STEP) Program clients and SBTDC clients interested in the STEP program. Upon completion, the lead researcher and a SBTDC counselor will review the report with you and answer your questions.

If you would like to explore International SEO contact Zara Smith, SBTDC Export Team Liaison, at smithlat@gvsu.edu.



***If you are interested in making website changes to attract foreign buyers and increase international appeal, consider applying for Branded Program funding. Through the Branded Program up to 50% of international marketing costs are eligible for reimbursement. To learn more about the Branded Program [CLICK HERE](#).

Market Spotlight: Turkey

Turkey contains the seventeenth largest population in the world at nearly eighty-one million people. Following a transition to a market based economy in the 1980s, Turkey's total export to the U.S. amounted \$4.5 billion whereas total imports from U.S. were \$16 billion in 2011. Turkey's top agricultural imports include wheat, sunflower seeds, and soy beans. Specifically, Michigan's exports to Turkey have been inconsistent, but reached over \$1.3 million in 2010. Dairy products are Michigan's most profitable export to Turkey reaching nearly \$800,000 last year. In addition to dairy, live animals, sugars, fruits, cereals, and vegetables are popular Michigan products.

Turkey's growing economy and Istanbul's geographic location bridging Europe and Asia provides a pivotal meeting place. Turkey has held trade shows such as the Food Ingredients Show, which provided a tremendous opportunity for the U.S. producers. The Food Ingredients Show had around three thousand visitors with nearly one hundred and eighty exhibitors. Turkey and the surrounding countries are import-dependent for food additives, and as a result, the show brought together exporters and importers, as well as the users of such products in and outside of Turkey.



Export Seminar

Prepare For Export Success

On August 22nd in East Lansing, MI, the International Marketing Program and Food Export- Midwest will be hosting a "Prepare for Export Success" Seminar. This event is intended for companies who have considered exporting, are export ready and want to take the next step towards making international sales. Join other Michigan companies who are interested in learning about document preparation, freight forwarding and regulations at the Kellogg Center in East Lansing, MI. Cost to attend is \$50 per company with lunch being sponsored compliments of FosterSwift Law Firm. To register, [CLICK HERE](#) or for more information, contact Jamie Zmitko-Somers at zmitkoj@michigan.gov.

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www.twitter.com/MIAgExport.

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Exporting Questions?
Contact Jamie Zmitko-Somers at (517)241-3628
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Newsletter suggestions?
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